**Proposal Checklist – Must be Accurate, Compelling and Logical**

**Accurate**

* You have reviewed the funder website and other information (Due dates, previous funding, etc.)
* Information and communication from client regarding application has been reviewed
* You have the Client’s **Grant Vault** open and have used it to complete the information
* Double checked accuracy of all spellings and calculations:
	+ Organization and department names
	+ Names of staff on application
	+ Address
	+ Numbers and all calculations
	+ Name and spelling of funder, if mentioned in document
* Follows organizational **STYLE GUIDE**
* Spelling, grammar, and punctuation are correct
* The proposal draft is in an editable format
* Is formatted as needed for the client’s letterhead specifications (if needed). All client letterhead is linked in their **Grant Vault**.
* If it is a created document (Word, etc.) and not a form, use the appropriate footer as outlined in the **STYLE GUIDE**.
* If verbiage is from an online form with word or character limits, include those limits on the draft just before the response text.

**Compelling - based on the space allowed and information requested**

* Contains an emotional appeal (feed the babies!!!!)
* Contains a financial appeal (return on investment, cost per person, etc.)
* Discusses need in context (Oklahoma is 50th for adults who have received oral health care, on average 78% of nonprofits don’t replace a computer until it is completely inoperable)
* Describes the organization’s history or other experience
* Includes processes and activities
* Describes outcomes and how they are measured
* Illustrates outcomes through examples, stories, etc.
* If possible, include a picture with cutline
* If it is a letter, it includes a powerful postscript

**Logical**

* Flows logically from one idea to the next
* You have read the entire draft out loud to yourself to ensure it makes sense
* Uses bullet points, tables and/or graphics as appropriate to communicate ideas
* All attachments are included or attached to the draft
* STOP AND CONNECT THE DOTS! Does it make sense according to the funder’s stated priorities? Does it fit the client’s priorities and preferences?
* **If someone only spent five or ten seconds looking at the application, would they still understand what is being asked?**

Once the writer verifies all these are complete, they can send the draft to a peer for review, ensuring they include pertinent donor information (links, pdfs, etc.)